

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #431520
MOHAWK CANDY & TOBACCO

FEBRUARY: DORAL B1G1F / PROMOTION #800018

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 15 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light 100</i>	12300-24961	<u>1</u>
<i>Light Men 100</i>	12300-24963	<u>1</u>

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$121.39

51844 8820

-2-
B1G1F
TRADING PORT

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:

*2 CARTONS EACH STYLE: DORAL LIGHT 100 / LT MEN 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$9.80 (0.7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162303

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

FEBB1G1F.DOC

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BN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 98-01-12
TIME: 08:43 AMWHOLESALER : 431520 MOHAWK CANDY & TOB. CO., INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	130750	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	12010	2				(518)843-4808
162303	162322	368182	WEST END MOBILE MAR	369 W MAIN ST	AMSTERDAM	NY	12010	2				(518)843-6474
162303	162322	586053	BILLS BEVERAGE	261 E MAIN ST	AMSTERDAM	NY	12010	2				(518)842-7050
162303	162234	671343	FUEL & FOOD	3006 RD 1 & RT. 3	GLOVERSVILLE	NY	12078	2				(518)661-6917

PAGE BREAK TOTAL ACCOUNTS 4 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 8

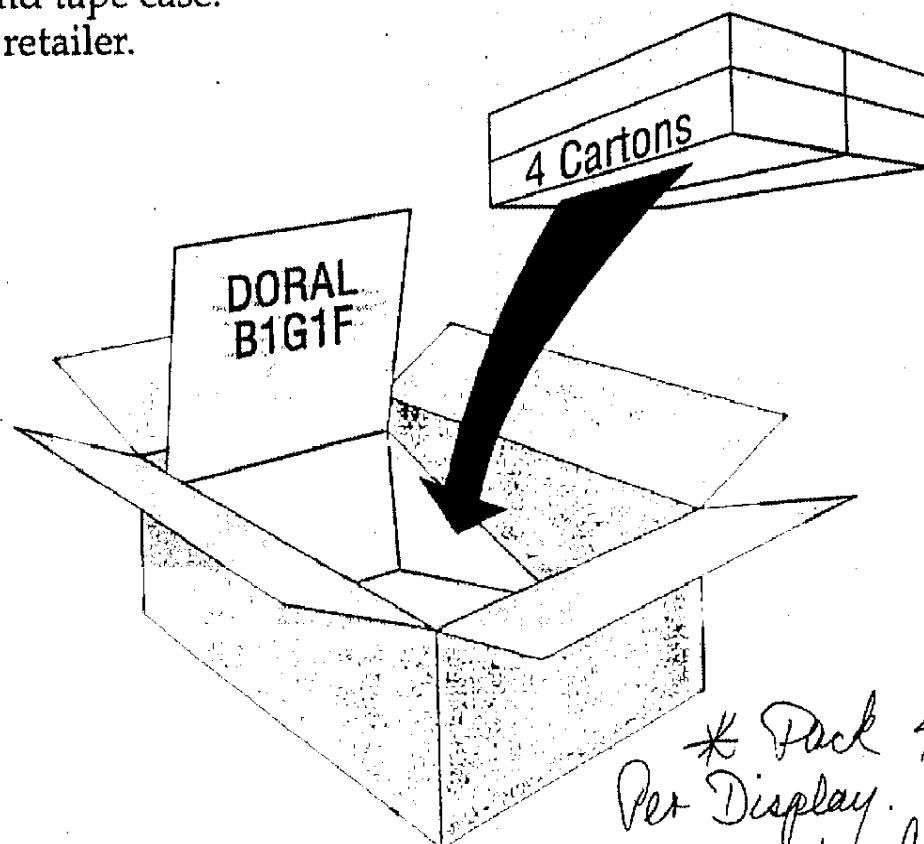
***** END OF REPORT FOR PROMOTION 800018 *****

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



** Pack 4 Cartons
Per Display. 4 Styles
may not be shipped
to all DIRECT Accts.*

Item: # 536645**Description: DORAL B1G1F Display/POS kit**

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

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February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can Buy 1 Pack and Get One Free.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

Paster



2-Pack Sleeve



Counter Display



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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TAB DOWN TO FIELD AND PRESS ENTER FOR ALLOCATION INFO

A11 - BPEA11S4

ALLOCATION BY SALES LEVEL

01/09/98 02:37 PM

NEXT-FN :

SALES LEVEL: 1623 ALBANY NY DIVISION

PROMOTION	PERIOD	DORAL LIGHT BIG1F	DORAL LT 100 BIG1F	DORAL MEN LT 100 BIG1F	DORAL FF 100 BIG1F	DORAL ULT LT 100 BIG1F
: 800018	: 802-00					
ACCOUNTS	ALLOCATION:	28	29	30	30	0
	AVAILABLE :	0	0	0	0	0

1606000 DONOHUE CANDY & TOB.
 1940400 FINKLE DISTRIBUTORS,
 2032900 HARRY FOURTUNIS, INC
 2308000 THE GOLUB CORPORATIO
 3152880 DOWLINGS, INC.
 3357100 KINGSTON CANDY & TOB
 3561500 LAVIN CANDY CO., INC
 4315200 MOHAWK CANDY & TOB.
 4416430 STEWART'S MARKETING
 5099770 HARRY FOURTUNIS, INC

	1	1	1	1
8	8	7	7	
3	2	3	3	
1	1	1	2	
1	1	1	1	
	1	1		
9	9	9	9	
3	3	3	3	

15 Display
 # 8012-0030

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---
 Quit Retrtn DOWN RIGHT Main